DESTINATION CORE

THE COMPLETE DIGITAL SOLUTION FOR BIDs

WWW.DESTINATIONCORE.COM

BROUGHT TO YOU BY

JACOB BAILEY GROUP™

DESTINATION CORE

OUR BID CLIENTS

DestinationCore has been adopted by BIDs across the UK.

GO! SOUTHAMPTON
YOUR BUSINESS IMPROVEMENT DISTRICT

OUR COLCHESTER

THE JUNCTION BID

ilfordbid

Our Bury St. Edmunds
Business Improvement District

Orpington 1st Better for Business

UXBRIDGE BID

FULHAM BROADWAY
BUSINESS IMPROVEMENT DISTRICT

SHREWSBURY BID

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DESTINATION CORE

> Working with the DestinationCore team was a pleasure. To see the brand brought to life through the website is extremely rewarding.

SAM GOOD,
BID MANAGER, OUR COLCHESTER

> The quarterly reviews are particularly useful. They help us identify areas for improvement and then implement solutions.

ROZ LLOYD-WILLIAMS,
BID MANAGER, THE JUNCTION BID

> The team at DestinationCore are responsive to our needs. They always get back to me on my requests quickly and are a pleasure to work with.

FLO BEVIS,
MARKETING MANAGER, GO SOUTHAMPTON

> DestinationCore introduced me to features that I didn't even know existed. They have been proactive and knowledgeable. A pleasure to work with.

CYRIL BEKOE,
BID MANAGER, ILFORD BID

> The team at DestinationCore are proactive and solution driven. They are a joy to work with.

CHRIS TRAVERS,
BID MANAGE, ORPINGTON 1ST BID

DESTINATIONCORE HAS BEEN PURPOSE BUILT WITH BIDs IN MIND

A suite of websites and online tools, driven by a powerful Insights and Reporting Dashboard.

DESTINATION CORE Insights

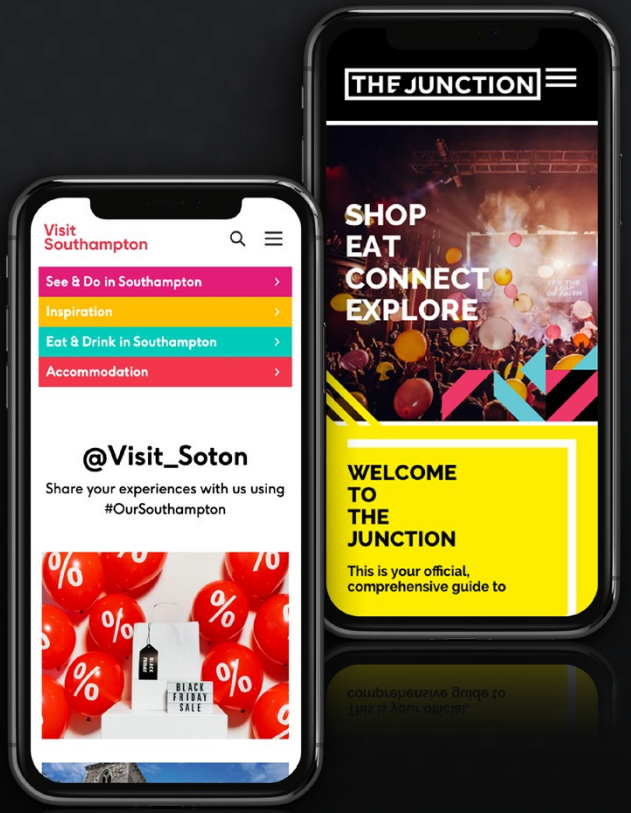
1. Provides actionable, real-time, evidence-based data and intelligence to make better decisions via a powerful, easy to use, dashboard
2. Budgets go further – better decisions improve performance of activities, online and on-location both marketing and operational
3. Saves time via automation and ease of use.

DESTINATION CORE One / Pro / Enterprise

1. Provides powerful, industry specific, rich functionality and user centric websites with design and build flexibility to establish each place's unique brand and needs
2. Saves money by breaking the 2 year, 7 month average web build cycle – DestinationCore is updated centrally
3. Creates revenue via technical integrations and select industry partners.







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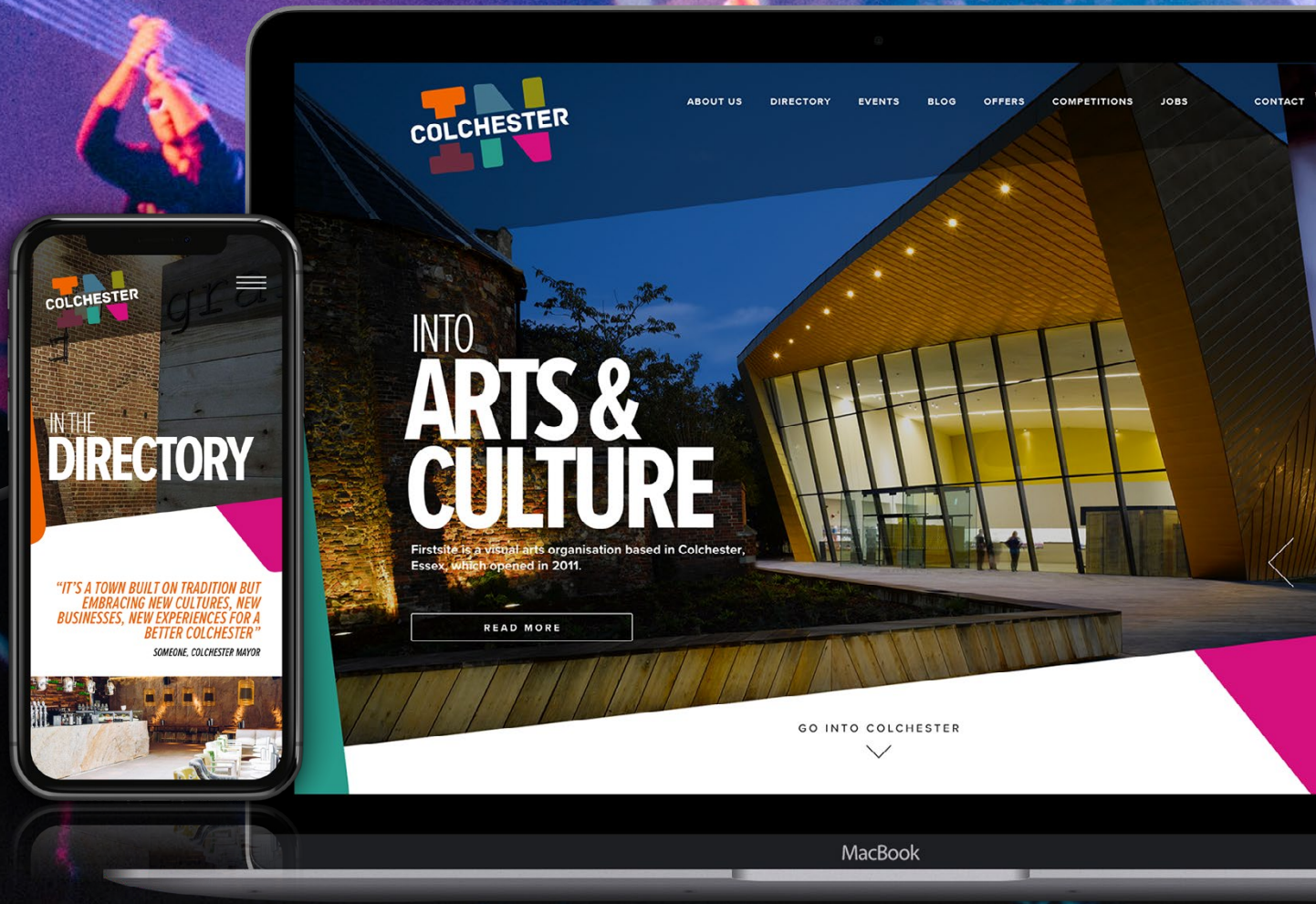
COLCHESTER

DESTINATION CORE Pro

A NEW CONSUMER FACING BRAND FOR COLCHESTER

InColchester is the consumer website for Our Colchester BID. We helped them create a new consumer facing brand, and then applied that brand to the DestinationCore platform to create a stunning website.

The feedback for this site has been superb, and it continues to go from strength to strength growing the audience year-on-year.



50%
VISITORS VIEW A DIRECTORY PAGE

200%
GROWTH IN VISITORS IN 6 MONTHS

50%+
ON-SITE ENGAGEMENT RATE

DESTINATION CORE Insights

DATA HIGHLIGHTS INCLUDES:

- **CAPACITY PLANNING –** A FORECAST OF HOW BUSY THE TOWN WILL BE ON ANY GIVEN DATE IN THE FUTURE
- % OF PHYSICAL VISITORS OF EACH REGION OF THE UK
- PHYSICAL VISITOR DWELL TIME BY LOCATION
- USER SENTIMENT

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THE JUNCTION

DESTINATION CORE Pro

WELCOME TO CLAPHAM JUNCTION

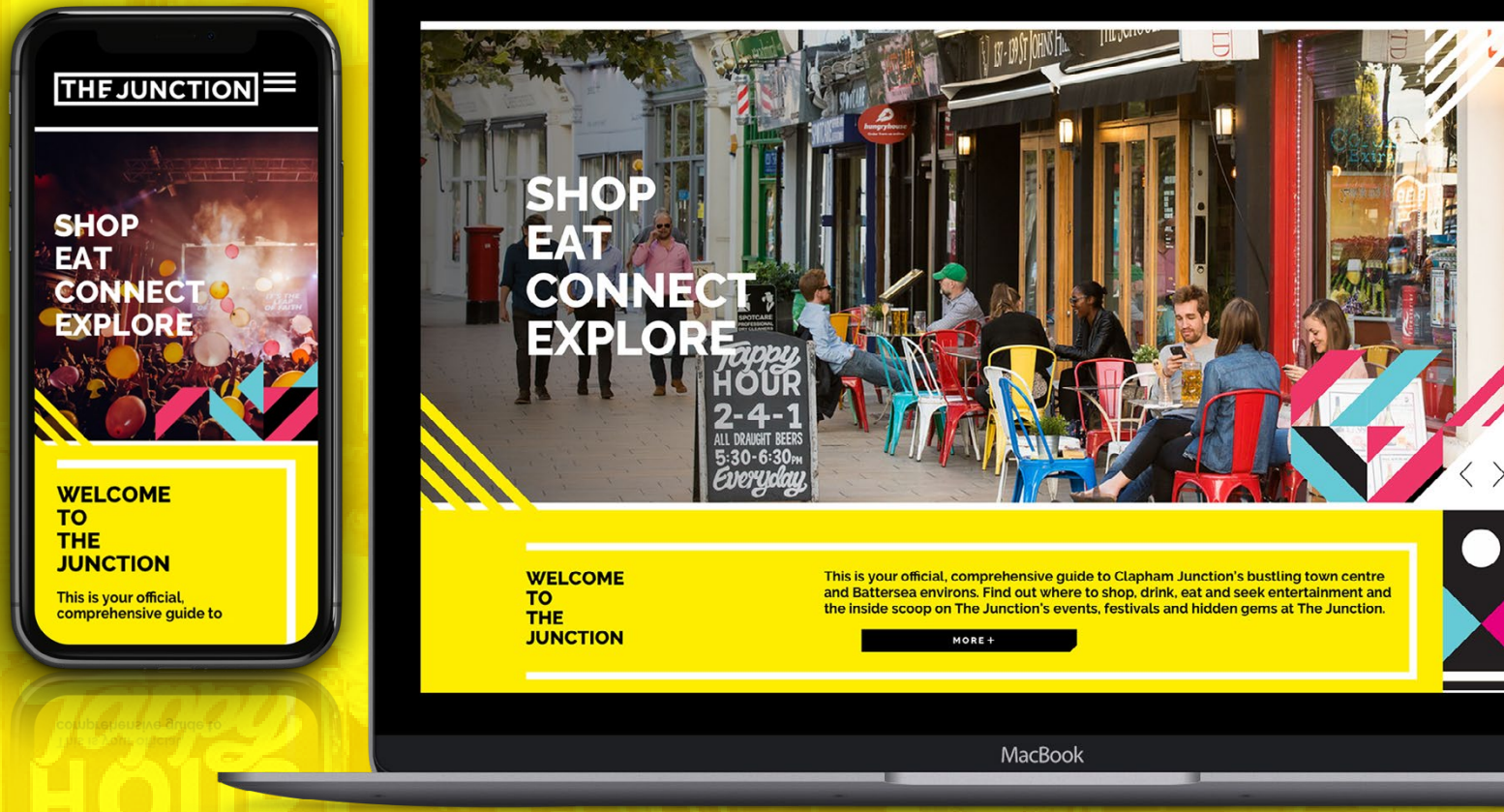
The Junction BID needed to make an impact. The ability to attract visitors to Clapham Junction by showcasing what's on offer and demonstrating value to the businesses they represent was essential.

The site has grown visitor traffic year-on-year and is an effective tool in encouraging visitors to the area to spend more time and money in the Junction BID zone.

20%
VISITORS VIEW AN OFFER

30%
BOUNCE RATE

65/100+
ENGAGEMENT RATE



DATA HIGHLIGHTS INCLUDES:

DESTINATION CORE Insights

40%+
OF USERS VIEW A BUSINESS DIRECTORY LISTING

TOP PERFORMING DESTINATION FOR ENGAGEMENT ACROSS WEB, SOCIAL AND EMAIL

35%+
OPEN RATE FOR EMAILS

5%+
CLICK THROUGH RATE ON EMAILS

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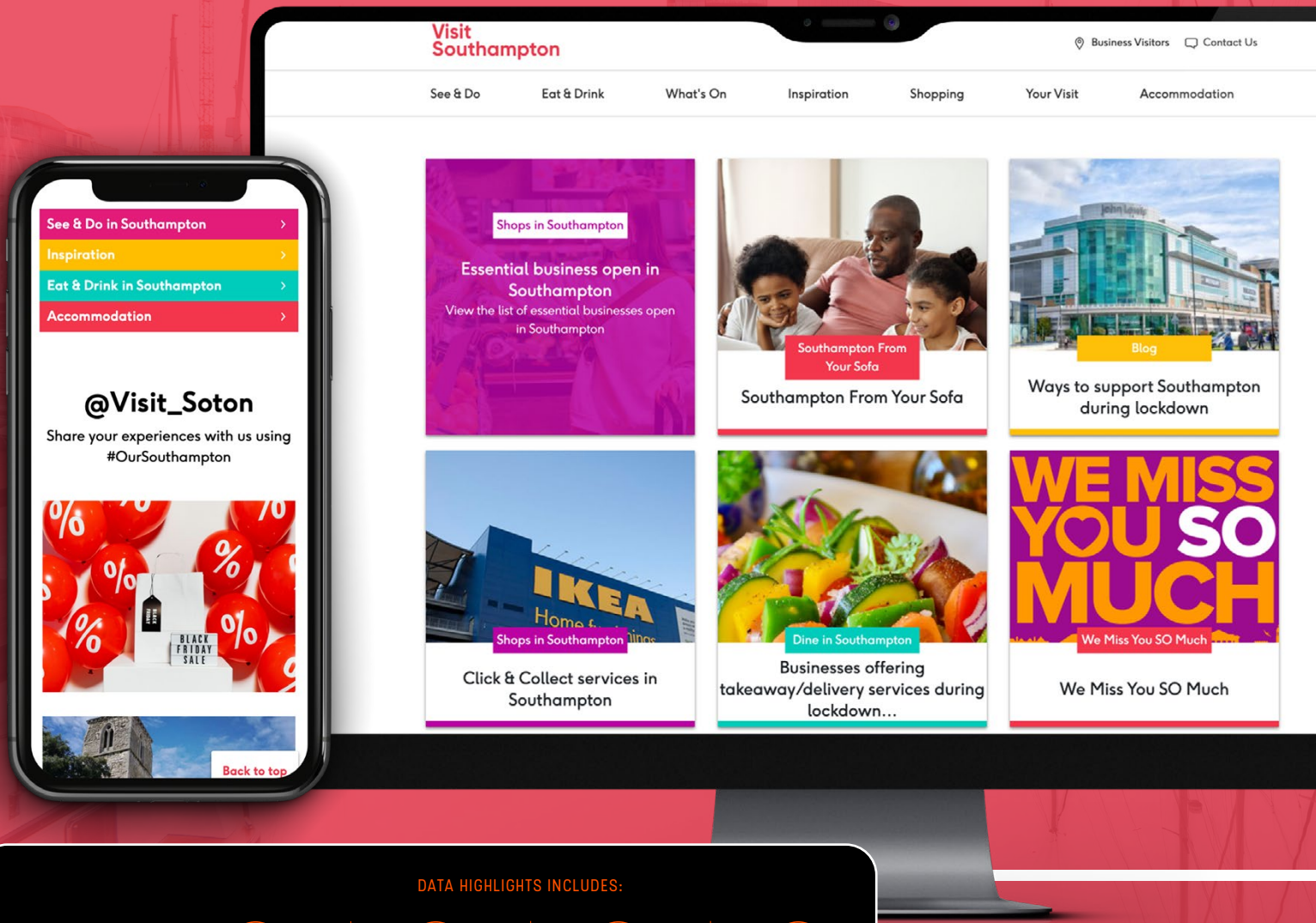
Visit Southampton

DESTINATION CORE Pro

SOUTHAMPTON'S GO TO WEBSITE

Go! Southampton BID had just gone through a brand refresh for their consumer facing brand and were looking to bring that brand to life with a powerful online experience. Lacking a dedicated destination website for the area, the BID stepped up to create one.

The BID wanted visitsouthampton.co.uk to become the go-to website for users to find out what to do and what's on in Southampton.



2 MINS+ AVERAGE SESSION DURATION

35%+ VISITORS VIEW A DIRECTORY PAGE

15%+ VISITORS VIEW AN EVENT

DESTINATION CORE Insights

DATA HIGHLIGHTS INCLUDES:

- **30%+** OF USERS VISIT AN EVENT LISTING
- **10%+** OF USERS VISIT A BLOG POST
- **75%+** OF USERS VISIT THE SITE ON A MOBILE
- **30%+** OPEN RATE ON EMAILS

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ORIGINAL SHREWSBURY

A WEBSITE AS ORIGINAL AS THE DESTINATION

The client came to us with two primary objectives:

Provide a tool that increases engagement with local audiences and encourages a higher frequency of visitors and increased dwell time in the Shrewsbury BID area.

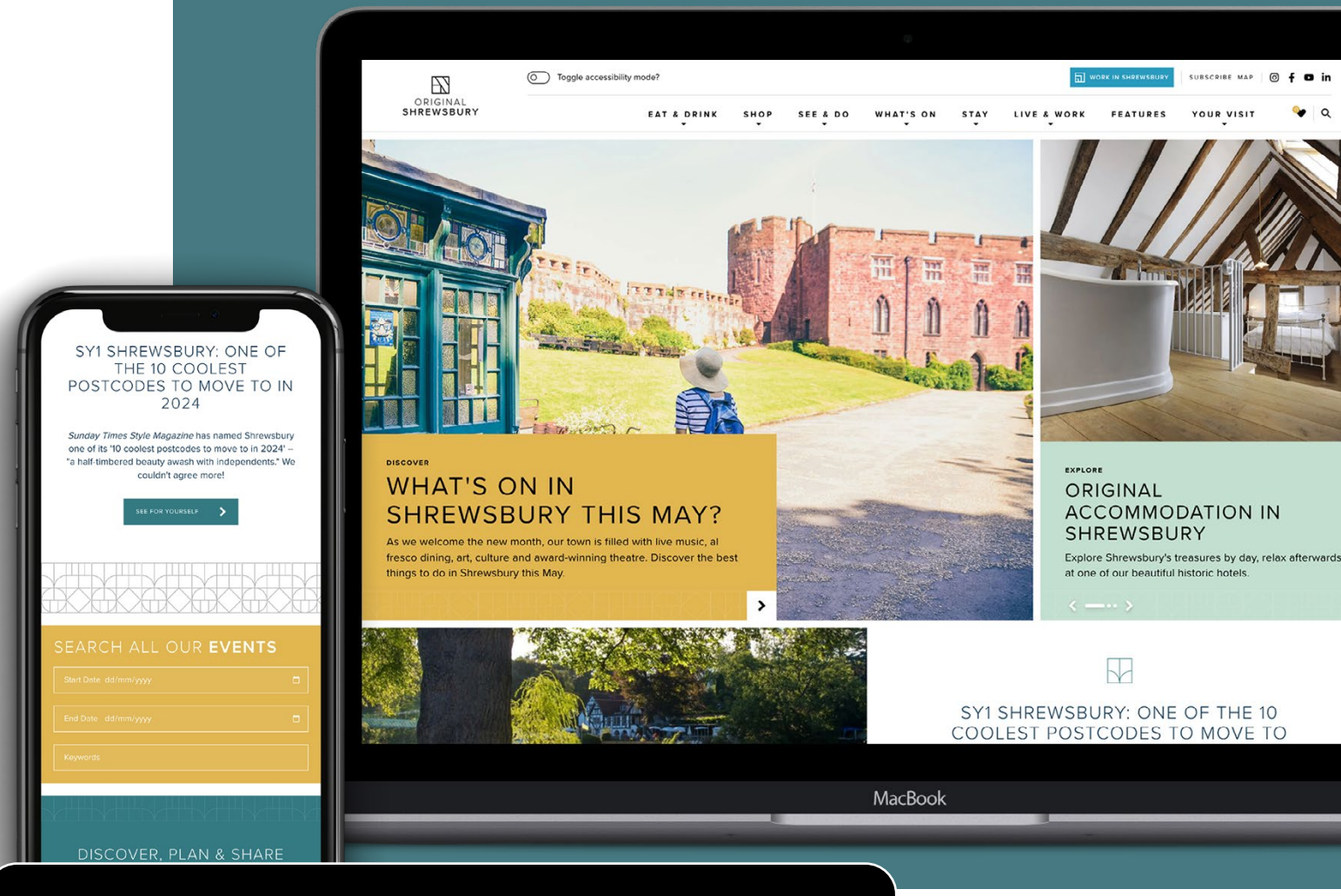
Help to attract visitors looking for day trips and short stay breaks by highlighting the best that Shrewsbury has to offer alongside the diverse events offering available.

2M30S
AVERAGE SESSION DURATION

25%+
VISITORS VIEW A BLOG POST

20%+
VISITORS VIEW AN EVENT

DESTINATION CORE Pro



DATA TRACKED INCLUDES:

DESTINATION CORE Insights

1. CONSUMER PROFILE DATA INCLUDING TOP INTERESTS AND TIME MOST ACTIVE ONLINE
2. % OF USERS THAT VIEW DIRECTORY, EVENT AND BLOG LISTINGS
3. BEST PERFORMING SOCIAL MEDIA CONTENT FOR ENGAGEMENT

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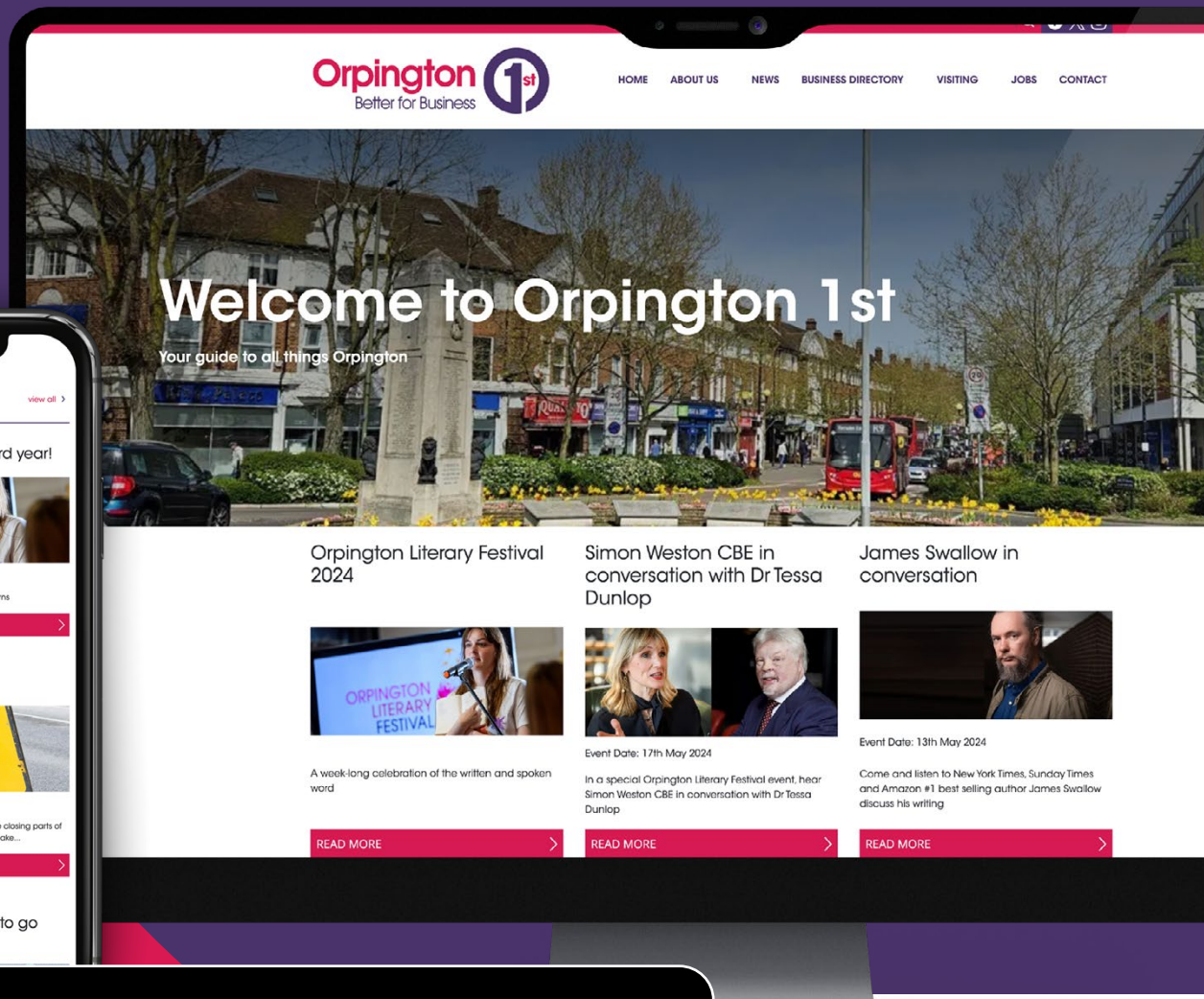
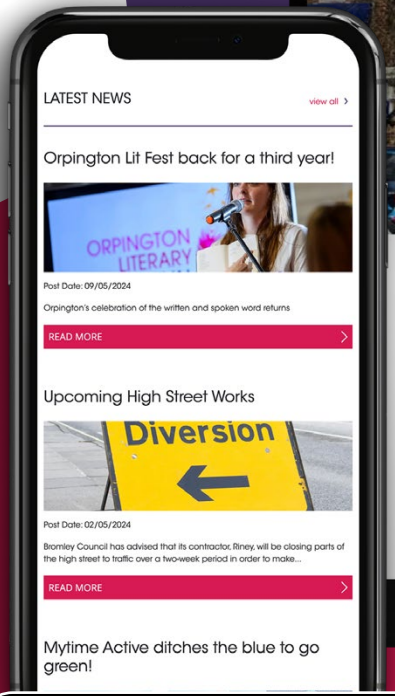
Orpington 1st
Better for Business

DESTINATION CORE One

A COMPREHENSIVE GUIDE TO ALL THINGS ORPINGTON

DestinationCore One was the perfect solution for Orpington 1st. With its pre-built templates and wide variety of flexibility and brand control, our solution enabled Orpington 1st to bring its unique personality to life on a limited budget.





IMPROVED ONLINE PRESENCE FOR ORPINGTON 1ST

BETTER CATEGORISATION OF BUSINESSES

IMPROVED VISIBILITY OF EVENTS AND NEWS ARTICLES

DESTINATION CORE Insights

DATA TRACKED INCLUDES:

1. AVERAGE SESSION DURATION AND PAGES PER VISIT
2. % OF USERS THAT VIEW DIRECTORY, EVENT AND BLOG LISTINGS
3. BEST PERFORMING EMAIL CAMPAIGNS

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DESTINATION CORE

DESTINATIONCORE. THE COMPLETE DIGITAL SOLUTION FOR BIDs THAT:

HELPED Our Colchester grow visitor traffic on its In Colchester consumer facing website by over 200% in just 6 months.

ESTABLISHED Visit Southampton as the go to consumer facing website for locals and visitors to find out what to do and what's on in the area.

PROVIDED Shrewsbury BID with a brand-new consumer facing website that has increased engagement with over 25% of visitors viewing blog content and 20%+ viewing an event listing.

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